

UNIVERSITY OF MADRAS
CHEPAUK, CHENNAI-600005

B.SC.,
VISUAL COMMUNICATION

SYLLABUS

JUNE: 2023

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B.Sc. VISUAL COMMUNICATION
Choice Based Credit System (CBCS) Model
Effective from 2023

Program Overview

Introducing the BSc. Visual Communication program, a cutting-edge undergraduate degree designed to provide students with a comprehensive education in the ever-evolving fields of visual communication and postproduction for Film, Television, Podcasts, Web Series, and TV. This multidisciplinary program covers a diverse range of core subjects, including Graphic Design and Typography, Digital Drawing and Painting, Digital Storytelling and Scriptwriting, Photography and Videography, Publication Design, Image Editing and Color Management, Audio-Visual Editing, 2D and 3D Modelling, Multimedia Content Packaging, Design Thinking, Animation and Character Design, Compositing and Visual Effects, Advertising and Brand Communication, User Experience Design, Advanced 3D Texturing and Sculpting, 3D Environment Design, Immersive Media Design, Media Entrepreneurship, Extended Reality Design, and a Capstone Project.

Upon completion of this comprehensive program, students will possess the skills to articulate their core postgraduate discipline clearly and precisely, formulate abstract ideas in the specific language of their discipline, and describe related concepts from multiple perspectives. They will also be able to explain the fundamental principles that underpin their chosen field.

In addition to fostering a strong foundation in visual communication, the BSc. Visual Communication program aims to enhance the employability of its graduates by preparing them for a wide variety of professional opportunities. Graduates will be well-equipped to join the teaching profession, secure government jobs, and pursue careers in numerous public and private enterprises across diverse industries.

By providing a holistic learning experience that combines theoretical knowledge with practical applications, the BSc. Visual Communication program empowers students to become innovative and adaptive professionals in the dynamic world of visual media. With the skills and expertise gained through this program, graduates will be prepared to excel in their chosen careers and contribute to the advancement of visual communication and postproduction across various media platforms.

Learning Outcomes-Based Curriculum Framework (LOCF)

Programme Educational Objectives (PEO)

PEO1: Demonstrate a strong conceptual foundation in their programme domain.

PEO2: Adapt to self-directed learning and build on the ability to become lifelong learners.

PEO3: Imbibe industry specific skills to remain competent in the dynamic global environment.

PEO4: Identify and utilize a business opportunity and create jobs in the eco system.

PEO5: Reflect on the individual's role in the local community and global society to become socially responsible and culturally conscious.

PEO6: Emerge as empowered students and thought leaders who contribute to nation building.

Program Outcome(PO)

PO1: Articulate the fundamental elements and principles of communication in the effective transference of ideas.

PO2: Exhibit thoughtful application of domain knowledge in print, broadcast, and new media.

PO3: Integrate theoretical knowledge and hands on training across various media platforms to a diverse audience.

PO4: Apply critical thinking and problem-solving skills as socially responsible producers of media content.

PO5: Emerge as competent, competitive, self-reliant women who aspire for higher studies and research in premier institutions.

PO6: Practice professional values as women entrepreneurs in the media industry.

PO7: Instil globally accepted ethical standards in the media profession with due consideration to socio cultural contexts, and local and global needs.

PO8: Nurture unique style of thinking and expression as media practitioners and formulate communication strategies for development at the local, regional and national levels.

Mapping of Programme Educational Objectives with Programme Outcomes

A broad relation between the programme educational objective and the programme outcome is given in the following table.

Program Educational Objectives (PEO)	Program Objectives (PO)					
	PO1	PO2	PO3	PO4	PO5	PO6
PEO1	YES	YES	YES	YES	YES	YES
PEO2	YES	YES	YES	YES	YES	YES
PEO3	YES	YES	YES	YES	YES	YES
PEO4	YES	YES	YES	YES	YES	YES
PEO5	YES	YES	YES	YES	YES	YES
PEO6	YES	YES	YES	YES	YES	YES
PEO7	YES	YES	YES	YES	YES	YES
PEO8	--	--	--	--	YES	YES
YES=Match Between PEO and PO						

Programme Specific Outcomes (PSOs)

PSO1 Develop and practise effective communication in print, broadcast and new media with an aesthetic bent of mind.

PSO2 Integrate theoretical knowledge and practical training in the strategic application of visual communication across a range of media, to a diverse audience, nationally and internationally.

PSO3 Emerge as self-reliant, competent, socially responsible women, aware of the media trends, technologies, and industry practices to pursue higher education and research.

PSO4 Exhibit critical thinking skills, professional values, and ethics as women entrepreneurs or media professionals, with due consideration for human values, socio - cultural contexts, local and global needs.

PSO5 Produce innovative media products, services and design solutions to establish a unique identity in the dynamic media environment.

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application-oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, practical training for providing solutions to industry / real-life situations. The curriculum also facilitates peer learning with advanced topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and discipline-based problem-solving skills are included as mandatory components in the 'Training for Competitive Examinations' course in the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real-world experience focussing on the career path.

- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. Industrial training, project and internships will give students an edge over counterparts in the job market.
- State-of-art techniques in multi-disciplinary, cross-disciplinary and inter-disciplinary nature are incorporated as Elective courses, ranging from conventional topics to the latest Artificial Intelligence.

1. Value Additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome / Benefits
I	Foundation Course To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning at the tertiary level	<ul style="list-style-type: none"> • Instil confidence among students • Create interest for the subject
I, II, III, IV	Skill Enhancement papers (Discipline centric / Generic / Entrepreneurial)	<ul style="list-style-type: none"> • Industry ready graduates • Skilled human resource • Students are equipped with essential skills to make them employable • Digital skills will improve the knowhow of solving real-life problems using ICT tools • Entrepreneurial skill training will provide opportunity for independent livelihood • Generates self – employment • Create small scale entrepreneurs • Training girls leads to women empowerment
III, IV, V & VI	Elective papers- An open choice of topics categorized under Generic and Discipline Centric	<ol style="list-style-type: none"> 1. Strengthening domain knowledge 2. Introducing state-of-art techniques in multi-disciplinary, cross-disciplinary and inter-disciplinary nature 3. Emerging topics in higher education / industry / communication network / health sector etc., are introduced with hands-on-training
IV	Industrial Statistics	<ol style="list-style-type: none"> 4. Exposure to industry moulds students into solution providers 5. Generates Industry ready graduates 6. Employment opportunities enhanced
II year Vacation activity	Internship / Industrial Training	<ol style="list-style-type: none"> 1. Practical training at the Industry/ Banking Sector / Private/ Public sector organizations / Educational institutions, enable the students gain professional experience and also become responsible citizens.

V Semester	Project with Viva – voce	2. Self-learning is enhanced 3. Application of the concept to real situation is conceived resulting in tangible outcome
VI Semester	Introduction of Professional Competency component	<ul style="list-style-type: none"> • Curriculum design accommodates all category of learners; For example, “Physics, Tamil, Mathematics for Advancement” component will comprise advanced topics in Physics, Tamil, Mathematics and allied fields, for those in the peer group / aspiring researchers; • “Training for Competitive Examinations” caters to the needs of the aspirants towards most sought-after services of the nation viz, UPSC, CDS, NDA, Banking Services, CAT, TNPSC group services, etc.
Extra Credits: For Advanced Learners / Honours degree		<ul style="list-style-type: none"> • To cater to the needs of peer learners / research aspirants

Skills acquired from the Courses	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
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Curriculum Structure for BSc Visual Communication

(Based on the TANSCHÉ recommendation)

First Semester

PART	Course Components	Subjects	Credits	Instr. hrs.	Max. Marks		
					Ext.	Int.	Total
Part I	Language	Language Paper I	3	6	75	25	100
Part II	English	100L1Z: English I	3	6	75	25	100
Part III	Core Course CC-I	152C1A: Introduction to Human Communication (Theory)	5	5	75	25	100
	Core Course CC-II-	152C1B: Visual Arts and Aesthetics (Theory)	5	5	75	25	100
	Discipline Specific Elective0 DSE-I	152E11: Graphic Design and Typography** (Practical)	3	4	60	40	100
Part IV	Skill Enhancement Course (SEC)-1 (NME-I)	152S11: Digital Storytelling and Scriptwriting*** (NME-I) (Practical) %	2	2	60	40	100
		100S1A: Basic Tamil %			75	25	100
		100S1B: Advanced Tamil %			75	25	100
	Skill Enhancement Foundation Course (SEFC) (Discipline Specific):	152B11: Digital Drawing and Painting* (Practical)	2	2	60	40	100
		Total	23	30			

*Students/College can Alternatively Adopt Conventional Hand Drawing Techniques for Practical Exercises

** Students/College can Alternatively Adopt Conventional Hand Design Techniques for Practical Exercises

***NME Choose any one paper from the other department

% PART-IV: SEC / Basic Tamil / Advanced Tamil (Any one)

1. Students who have studied Tamil upto XII Std and also have taken Tamil in Part I shall take SEC.
2. Students who have **not** studied Tamil upto XII STD and have taken any Language other than Tamil in Part-I shall take **Basic Tamil** comprising of Two Courses (level will be at 6th Std.).
3. Students who have studied Tamil upto XII STD and have taken any Language other than Tamil in Part-I shall take **Advanced Tamil** comprising of Two Courses.

Second Semester

PART	Course Components	Subjects	Credits	Instr. hrs.	Max. Marks		
					Ext.	Int.	Total
Part I	Language	Language Paper II	3	6	75	25	100
Part II	English	100L2Z: English Paper II	3	6	75	25	100
Part III	Core Course CC-III	152C2A: Understanding Visual Communication (Theory)	5	5	75	25	100
	Core Course CC-IV	152C21: Photography and Videography (Practical)	5	5	75	25	100
	Discipline Specific Elective0 DSE-II	152E21: Publication Design (Practical)	3	4	60	40	100
Part IV	Skill Enhancement Course (SEC)-1 (NME-I)	152S2A: Language Skills for Employability: Essential English (OR Course from Naan Mudalvan Scheme)%	2	2	60	40	100
	BT	100S2A: Basic Tamil %			75	25	100
	AT	100S2B: Advanced Tamil %			75	25	100
	Skill Enhancement Foundation Course (SEFC) (Discipline Specific):	152S21: Image Editing and Color Management (Practical)	2	2	60	40	100
		Total	23	30			

Third Semester

Part	Course Components	Subjects	Credits	Instr. hrs.	Max. Marks		
					Ext.	Int.	Total
Part I		Language Paper – III	3	6	75	25	100
Part II		200L3Z: English Paper-III	3	6	75	25	100
Part III	Core Course CC-V	252C3A: Multimedia Technologies and Standards (Theory)	5	5	75	25	100
	Core Course CC-VI	252C31: Audio-Visual Editing (Practical)	5	5	60	40	100
	Discipline Specific Elective- DSE--III	252E31: 2D and 3D Modelling (Practical)	3	4	60	40	100
Part IV	Skill Enhancement Course (SEC)-4 (Discipline Specific):	252S31: Multimedia Content Packaging (Practical)	1	1	60	40	100
	Skill Enhancement Course (SEC)-5 (Discipline Specific):	252S3A: Design Thinking (Theory)	2	2	75	25	100
	(EVS)	Environmental Studies (EVS) (Examination will be held in IV semester)	--	1	--	--	--
		Total	22	30			

Fourth Semester

Part	Course Components	Subjects	Credits	Inst. Hrs.	Max. Marks		
					Ext.	Int.	Total
Part I	Part I	Language- Paper - IV	3	6	75	25	100
Part II	Part II	200L4Z: English Paper-IV	3	6	75	25	100
Part III	Core Course CC-VII	252C4A: Film Appreciation and Analysis (Theory)	5	5	75	25	100
	Core Course CC-VIII-	252C41: Animation and Character Design (Practical)	5	5	60	40	100
	Discipline Specific Elective-DSE-IV	252E41: Compositing and Visual Effects (Practical)	3	3	60	40	100
Part IV	Skill Enhancement Course (SEC)-6 (Discipline Specific)	252S41: Script Writing and Storyboard Development (Practical)	2	2	60	40	100
	Skill Enhancement Course (Discipline Specific) – SEC-7	252S42: Digital Skills for Employability: Learning Pathway – Microsoft Office Fundamentals and LinkedIn Career Essentials (College Specific OR Course from Naan Mudalvan Scheme) (Practical)	2	2	60	40	100
	(EVS)	Environmental Studies	2	1	50	50	100
		Total	25	30			

Fifth Semester

Part	Course Components	Subjects	Credits	Inst. Hrs.	Max. Marks		
					Ext.	Int.	Total
Part III	Core Course CC-IX	352C5A: Advertising and Brand Communication (Theory)	4	5	75	25	100
	Part III Core Course CC-X-	352C5B: User Experience Design (Theory)	4	5	75	25	100
	Part III Core Course CC-XI	352C51: Advanced 3D Texturing and Sculpting (Practical)	4	5	60	40	100
	Part III Core Course CC-XII	352C52: 3D Environment Design (Practical)	4	5	60	40	100
	Part III Discipline Specific Elective-DSE-V	352E5A: Immersive Media Design (Theory)	3	4	75	25	100
	Part III Discipline Specific Elective-DSE-VI	352E51: Short Filmmaking (Fiction or Non-fiction) (Practical)	3	4	60	40	100
Part IV	Internship	Summer Internship/Industrial Training	2	-	-	-	100

		Value Education	2	2	50	50	100
		Total	26	30			

Sixth Semester

Part	Course Components	Subjects	Credits	Inst. HRS.	Max. Marks		
					Ex	Int.	Total
Part III	Core Course CC-XIII-	352C6A: Media Culture in Tamil Nadu (Theory)	4	6	75	25	100
	Core Course CC-XIV	352C6B: Media Entrepreneurship (Theory)	4	6	75	25	100
	Core Course CC-XV	352C61: Extended Reality Design (Practical)	4	6	60	40	100
	Discipline Specific Elective-DSE-VII-	352E61: Capstone Project (Practical)	3	5	60	40	100
	Elective VIII	352E6A:Virtual Production (Theory)	3	5	25	75	100
Part IV	Professional Competency Skill-PCS:	352S6A: Cybersecurity Training for Media Professionals (Theory)	2	2	50	50	100
Part V	Extension Activities	Extension Activities/Fieldwork (College Specific OR Course from Naan Mudalvan Scheme) (Practical)	1	0	60	40	100
		Total	21	30			
	Total Credits		140				

Semester	Credits
I	23
II	23
III	22
IV	25
V	26
VI	21
Total UG Credits	140

Note: Each college will follow the rules and regulations of their respective affiliating University regarding admissions, eligibility, allocation of marks for theory/practical and criteria and procedure for conduct of examination.